

**WILLIAMSBURG PLANNING COMMISSION
MINUTES
Wednesday, November 17, 2004**

The regular monthly meeting of the Williamsburg Planning Commission was held on Wednesday, November 17, 2004, at 3:30 p.m. in the Council Chambers at the Stryker Building, 412 N. Boundary Street.

CALL TO ORDER and ATTENDANCE

Chairman Young called the meeting to order.

Present at the meeting in addition to Mr. Young were Commissioners Hertzler, Rose, Friend, Pons, and McBeth. Commissioner Smith was absent. Also present were Planning Director Nester, City Attorney Phillips, Zoning Administrator Murphy and Secretary Scott.

MINUTES

Mr. Rose moved that the minutes of the August 24, September 8, 13, October 4, 25, work sessions, the September 30 special presentation, the October 19 public forum, and the September 15 regular meeting be approved as submitted. The motion was seconded by Mr. Hertzler and carried by roll call vote of 6-0.

Recorded vote on the motion:

Aye:	Hertzler, Friend, McBeth, Pons, Rose, Young
No:	None
Absent:	Smith

CONSENT AGENDA

Mr. Pons moved that the items on the consent agenda,

PCR #04-021: Request of the Colonial Williamsburg Foundation to subdivide land east of Quarterpath Road into three parcels of 213.67± acres (Lot 1), 337.06± acres (Lot 2), and 28.02± acres (Lot 3). This property is zoned MS Museum Support District and RS-1 Single Family Dwelling District, and is identified as Williamsburg Tax Map Nos. 529-07-00-004, 589-01-00-004A*, and 589-0A-00-001*. Lots 1 and 2 are proposed to be acquired by Riverside Health System, be approved as submitted and

PCR #04-023: Request of Maple & Main Redevelopment, L.L.C. to subdivide the property approved for Yankee Candle at 2200 Richmond Road (PCR #04-015 and SPR #04-018) into four parcels of 6.628± acres (Lot 1), 1.259± acres (Lot 2), 1.376± acres (Lot 3), and 1.154± acres (Lot 4), be approved subject to the resolution of minor engineering details to the satisfaction of City staff.

Mr. Hertzler seconded the motion which carried by roll call vote of 5-0-1 for PCR #04-021 and 6-0 for PCR #04-023

Recorded vote on the motion:

Aye:	Hertzler, Friend, McBeth, Pons, Young, Rose (PCR #04-023)
No:	None
Abstain:	Rose (PCR #04-021)
Absent:	Smith

PUBLIC HEARINGS

PCR #04-022: **Revision of Chapter 21, Zoning, Article VI, Signs, Sec. 21-747(1)c., 21-747(2)b.3.1, and 21-747(2)c., Sign regulations for the corridor sign district. The following revisions are proposed: allowing additional building mounted and freestanding signage for multiplex cinemas, revising sign regulations for shopping centers when part of a mixed use development, allowing a “signature architectural feature” for shopping centers in excess of 200,000 sq.ft. of floor area, and allowing additional building mounted signage for businesses facing interior driveways and parking areas in shopping centers in excess of 200,000 sq.ft. The Commission recommended approval of the revisions by a vote of 6-0.**

Mr. Nester presented the revisions and noted that although the changes are being proposed in conjunction with the continuing review of the proposed High Street project, Williamsburg Shopping Center also meets the threshold of shopping centers with a floor area in excess of 200,000 square feet. Mr. Nester reviewed the proposed four specific changes to the sign ordinance:

1. For multiplex cinemas with ten or more screens, additional building mounted and freestanding signage will be allowed (there are presently no regulations specifically addressing cinema signage):
 - The maximum sign area may be increased from 32 square feet to 48 square feet (with height increased from eight feet to ten feet) for one of the permitted signs if the name of the multiplex cinema is displayed on the sign.
 - Additional building mounted signage will be allowed – each screen can have an additional 12 square feet of sign area to be used for marquee identification of the movie playing and/or for the display of a movie poster.
2. For a mixed use project on contiguous lots, the entire mixed use project may be considered as a shopping center for the purpose of calculating the number of freestanding or monument signs permitted. This would allow more flexibility along Treyburn Drive and Ironbound Road, where driveways will serve both commercial and residential uses.
3. For a business is located in a building facing more than one driveway or parking area, each side facing a driveway or parking area shall be considered separately when calculating building mounted sign area. This treats building fronting on

more than one driveway or parking area as if it were a corner building fronting on two or more public streets. This is appropriate for a large shopping center, and this would apply both to businesses in High Street and to existing businesses in Williamsburg Shopping Center.

4. One "signature architectural feature" will be allowed, subject to the following:
- It shall be a freestanding kiosk tower, bell tower, clock tower or similar structure.
 - It shall be set back at least 400 feet from a public street.
 - No part of the structure shall exceed a height of 60 feet.
 - It may have up to four sign faces, with a maximum size of 48 square feet per face, and with each sign face shall be on a separate side of the structure, and with each sign face displaying only the name and/or logo of the shopping center.

Commission members raised the following points:

- Internal streets in the project will be private
- If within the plaza, which is outside the ARB review area, the "signature architectural feature" will not be subject to Architectural Review Board guidelines.
- Because there will be no increase in the number of *freestanding* signs allowed, there should be no concern about "one big billboard along Richmond Road." Building-mounted signage is strictly regulated.
- Mr. Nester noted that the proposed revisions serve well the needs of large shopping centers since additional signage would be allowed.
- No other category of business would be allowed larger signage.
- Need to be equitable to other businesses.
- Concern was expressed regarding approval of the "signature architectural feature" without first seeing it. Planning staff will be working closely on the feature even though it is outside the ARB review area and the applicant can ask the ARB for review comments.

Chairman Young opened the public hearing.

There being no comment the public hearing was closed.

Mr. Pons moved that Planning Commission recommend to City Council that the revisions to the sign regulations for the Corridor Sign District be approved.

Mr. Rose seconded the motion which carried by roll call vote of 6-0.

Recorded vote on the motion:

Aye:	Hertzler, Friend, McBeth, Pons, Rose, Young
No:	None
Absent:	Smith

OPEN FORUM

Chairman Young opened the Open Forum portion of the meeting encouraging comments from the audience on any topic.

There being no comment the Open Forum portion of the meeting was closed.

SITE PLANS AND SUBDIVISIONS

PCR #04-021 and **PCR #04-023** were approved under the consent agenda.

OLD BUSINESS - None

NEW BUSINESS - None

OTHER

Beautification Advisory Committee Appointment

Mr. Young noted that Dianne Spence, current Chairman of the Beautification Advisory Committee, will reach the end of her tenure on December 31, 2004. The Committee is recommending Geraldine "Gerry" West as her replacement. Mrs. West is also recommended by the Williamsburg Area Council of Garden Clubs.

Mr. Pons moved that the Planning Commission appoint Geraldine West to represent the Williamsburg Area of Garden Clubs on the Beautification Advisory Committee to serve a three-year term, January 1, 2005 - December 31, 2008. Mr. Rose seconded the motion which carried by roll call vote of 6-0.

Recorded vote on the motion:

Aye:	Hertzler, Friend, McBeth, Pons, Rose, Young
No:	None
Absent:	Smith

On behalf of the City of Williamsburg and the Planning Commission, Chairman Young expressed his gratitude and appreciation for Mrs. Spence and her conscientious service on the Beautification Advisory Committee.

INFORMATION ITEMS

Commission members received the following reports:

- Report from City Council
- Planning Department Monthly Report
- Monthly Financial Statement

PUBLIC HEARINGS SCHEDULED FOR DECEMBER 15, 2004 - None

The meeting adjourned at 4:10 p.m.

Jesse Young, Chairman
Williamsburg Planning Commission